LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-5123 – Desk Pad – Reg. No. 97168 – B&W Bleed – 8-9/4 x 11 – Drug pubs. – 75 (A)
Printed in U.S.A.

Need another box for 5th floor on carton stock!
Sales up 13.7% last year!
Parliament
New Package design looks like a winner!
Marlboro
Ran out last week. Increase order.

Every day you're out of stock on these brands, you're losing sales somebody else will make.

In 1974, Philip Morris brands' total gain was *more than twice* that of the rest of the industry combined.

In other words, more than two of every three additional cigarette sales made by Drug Stores last year were Philip Morris brands.

Somebody is getting those extra sales and profits. It can be you, if you keep Philip Morris brands fully in stock at every location, all the time.

Check your weekly order. Make sure it's up to date with our growth.

Here's the score* for '74:
Gains in Domestic Cigarette Consumption Over 1973

Total Industry	+ 14.91 billion
Philip Morris USA	+ 10.29 billion
Rest of Industry	+ 4.62 billion

*Source: 1974 Maxwell Report, Revised Estimate, January 30, 1975. Courtesy of Maxwell Div. of Wheat, First Securities, Inc.

The Profit Makers come from **Philip Morris USA**

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Source: https://www.industrydocuments.ucsf.edu/docs/pjhx0001
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